



Fostering a Diverse Workforce

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1/10/19



CURRENT PORTRAIT OF TECH

Job Growth

Source: U.S. Bureau of Labor Statistics



Between May 2009 and May 2015, more than **800,000** net STEM jobs were added to the U.S. economy.



Employment in computer occupations is projected to increase by **12.5%** from 2014-2024, far more than any other STEM group.

GOOGLE'S WORKFORCE



GLOBAL TOTALS	OVERALL	TECH	NON-TECH	LEADERSHIP
MEN	70%	83%	52%	79%
WOMEN	30%	17%	48%	21%
U.S. TOTALS	OVERALL	TECH	NON-TECH	LEADERSHIP
WHITE	61%	60%	65%	72%
ASIAN	30%	34	23%	23%
BLACK	2%	1%	3%	1.5%
HISPANIC	3%	2%	4%	1%
OTHER*	<1%	<1%	<1%	<1%
TWO OR MORE**	4%	3%	5%	1.5%

Source: Google Inc.

Totals and % denominators do not include unknown, null, or "decline-to-state" fields.

* "Other" category includes: Native Hawaiian, Native American, and Pacific Islander.

** "Two or more races" category includes all Googlers who identify with more than one race.

2014 - Google publishes their diversity and inclusion numbers

@elaine_marino



Google 2014 - 2017

“Google also has mixed progress on ethnicity. Some 30% of the company's staff were Asian in 2014, and that now stands at 35%. But the number of black staff at Google has stayed static over three years at just 2%. The number of Hispanic staff has gone up slightly from 2% to 4%.

And looking more closely at the data: Those new minority staff haven't been hired to tech positions. Tech roles are still dominated by white and Asian men. They've mostly gone to non-tech roles, where there's a much better balance for both gender and ethnicity.

There are slightly more women in tech roles in 2017, up from 17% in 2014 to 20% now.”



amelia gentleman ✓

@ameliagentleman

Follow



This is what @google kings cross looks like...
(I think it's a fire drill)



1:57 AM - 29 May 2018

49 Retweets 98 Likes



57 49 98



Maurice Mcleod ✓ @mowords · 6h



Replying to @ameliagentleman @Google

Did they let the women burn?

1



21

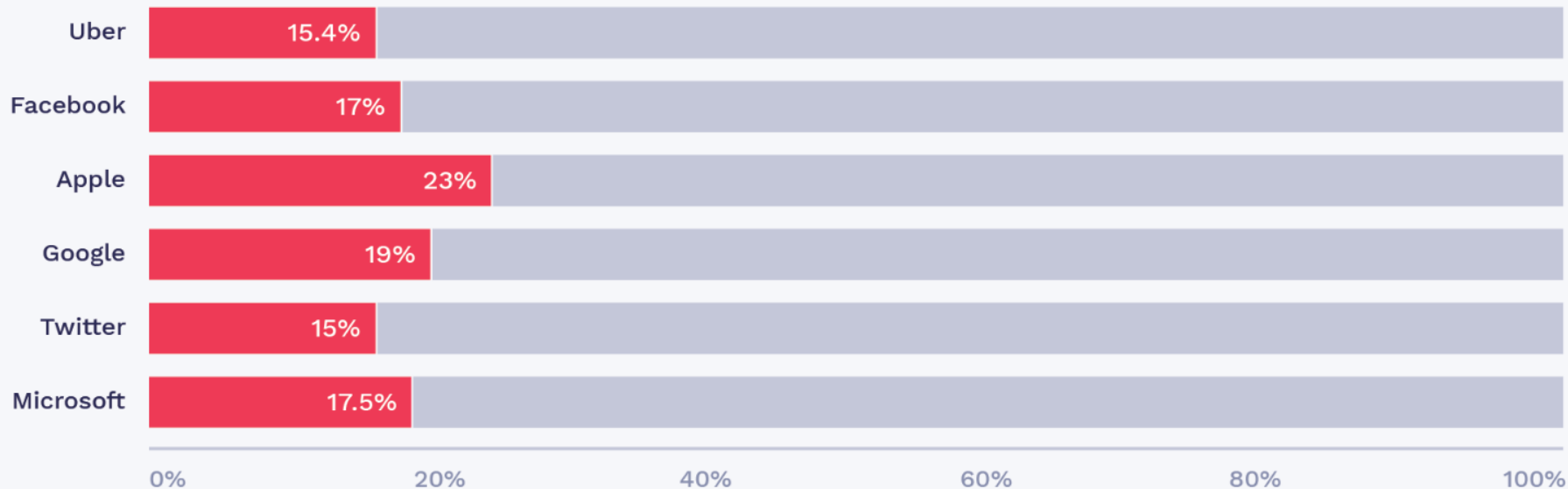


Gender

Source: Business Insider, March 2017

PERCENTAGE OF TECH ROLES, BY GENDER

■ Women ■ Men



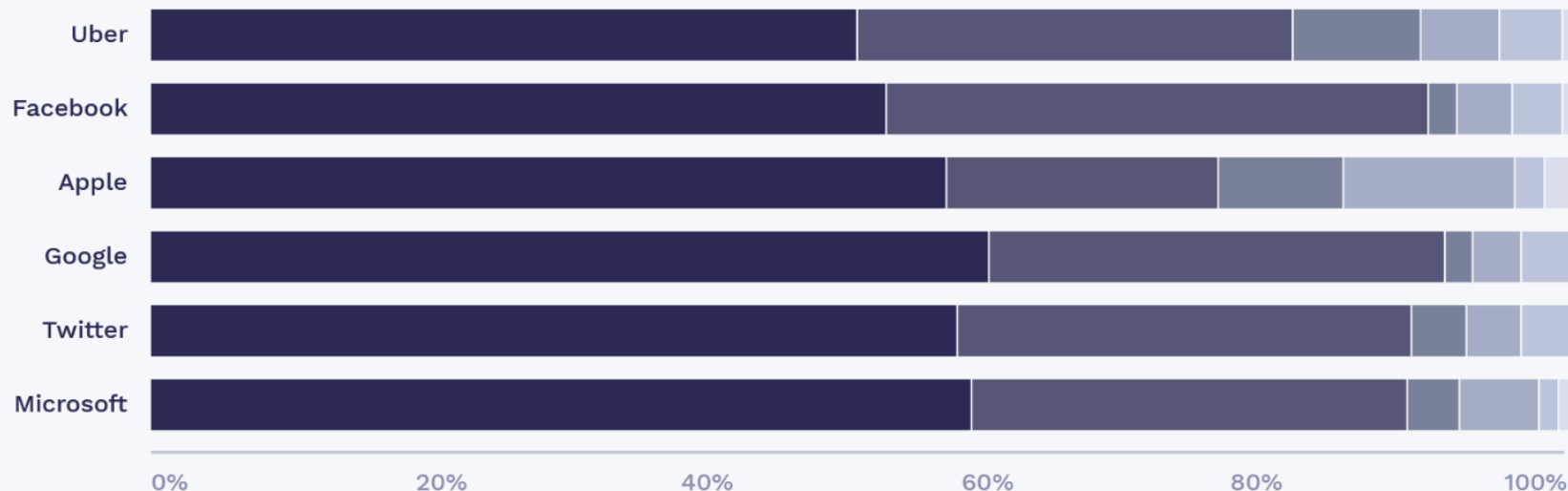
Race

Source: Business Insider, March 2017

Blacks and Hispanics trend embarrassingly low at **1-3%** across the board, at all companies.

PERCENTAGE OF EMPLOYEES OVERALL, BY RACE

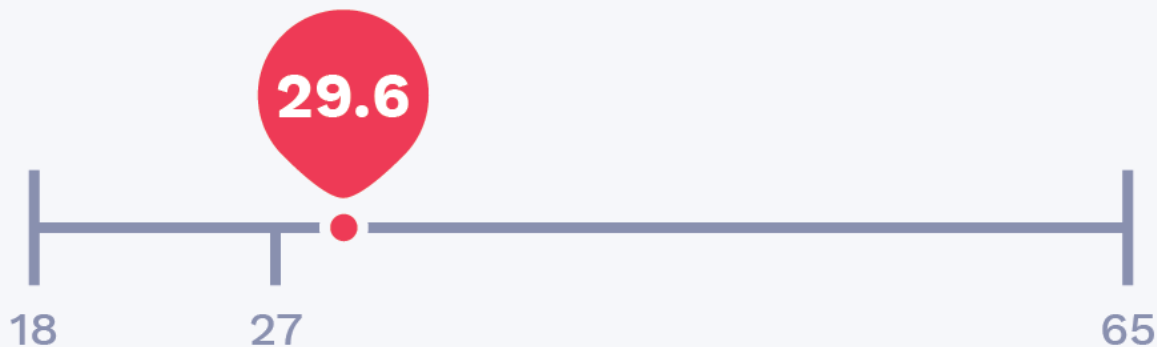
White Asian Black Hispanic 2+ Other

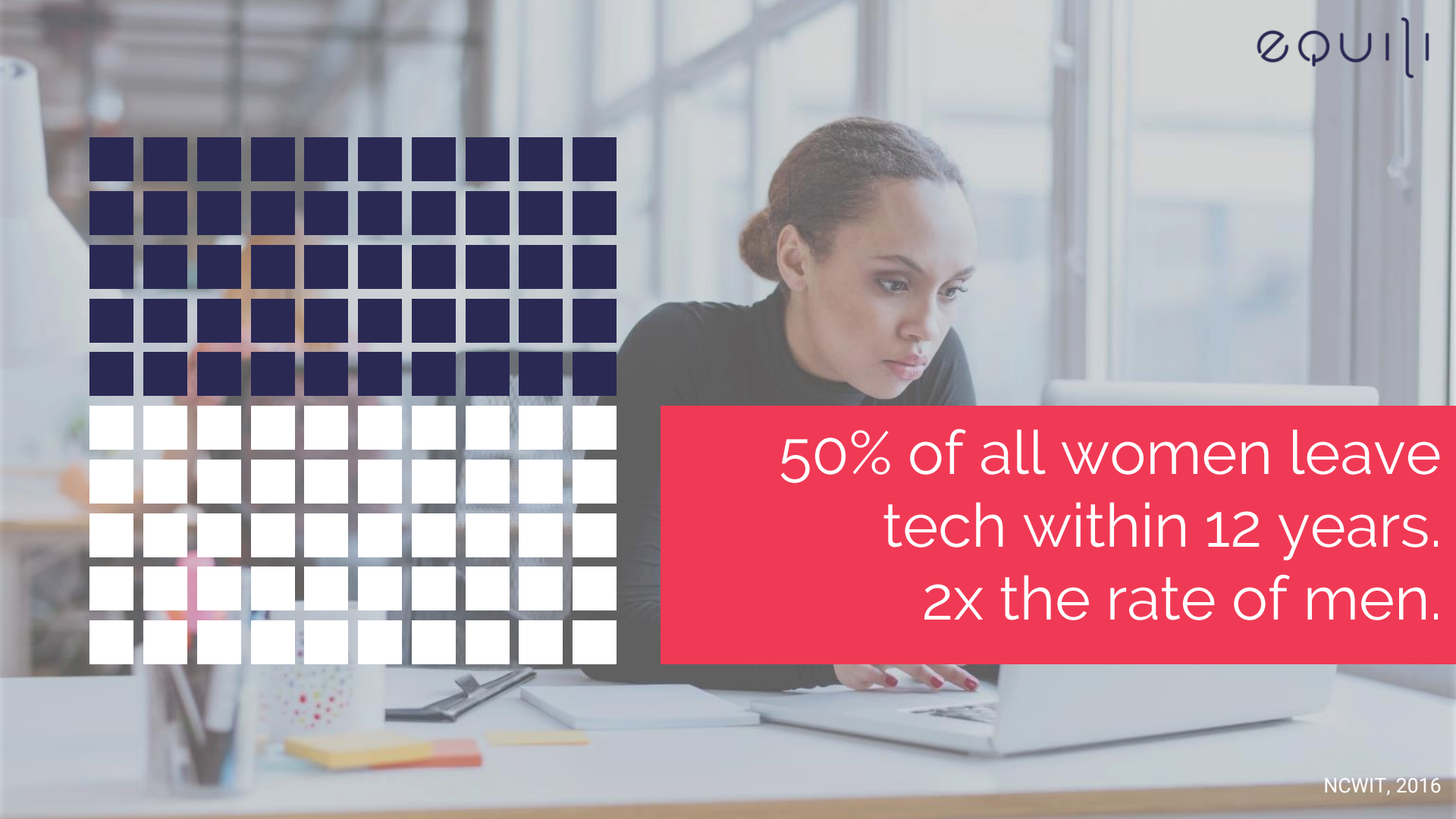


Age

Source: Stackoverflow 2016 Annual
User Survey – 55,128 Responses

Average developer is **29.6** years old.
The median age is **27**.





50% of all women leave
tech within 12 years.
2x the rate of men.



Young professionals of color have
the lowest retention rates in
Corporate America.

3X likelier to quit their job.

Talent shortage

+ diversity shortage

+ low retention of diverse candidates

= current ecosystem



What does diversity mean?

Gender

Race

Age

Class (Education)

Religion

Country Origin

Disabled

LGBTQIA+


Veterans

Why is diversity valuable?

A close-up portrait of a middle-aged woman with light brown hair pulled back, wearing large hoop earrings. She is smiling slightly and looking towards the camera. The background is a soft, out-of-focus grey.

Innovation performance only increased significantly when the workforce included a nontrivial percentage of women (more than 20%) in management positions.

– Boston Consulting Group, April 2017

A photograph of two men sitting on a couch in a brightly lit room with large windows in the background. One man, seen from the back, is wearing a light-colored button-down shirt. The other man, facing him, is a Black man with short dark hair, wearing a dark shirt, and is looking towards the first man with an attentive expression.

“When disagreement comes from a socially different person, we are prompted to work harder. Diversity jolts us into cognitive action in ways that homogeneity simply does not.”

– Scientific American Special Report,
“How Diversity Empowers Science and Innovation”



The Value

Innovation.

Creativity.

Better decision making.

Better problem solving.

Improves bottom line.

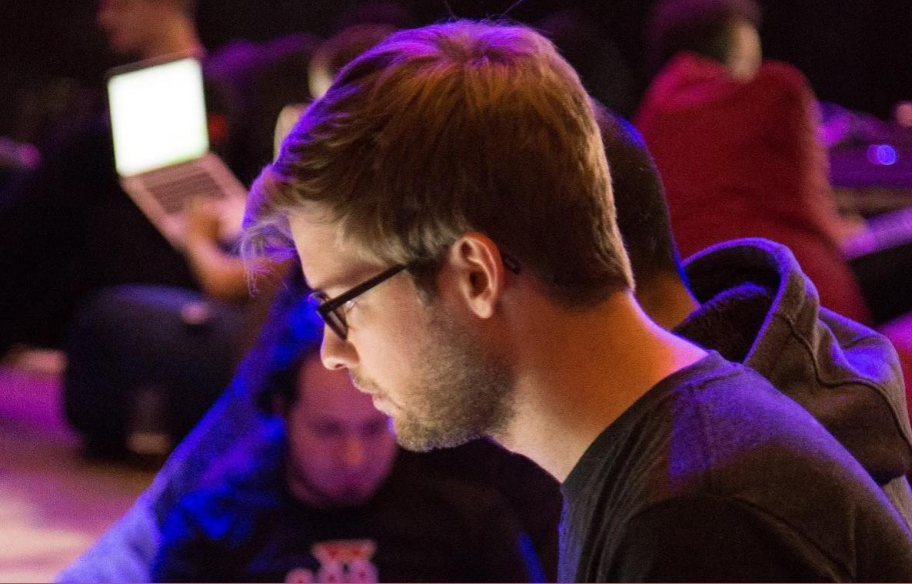
Leads to discoveries.

Changes the way you think.

Why is company culture important to diversity and inclusion?

Company Culture reflects its majority:





equi|l

Build an
“and” culture.

Job
Postings

Screening
Candidates

Interviews

Offers

Onboarding

Retention

DIVERSITY & INCLUSION AT EVERY STEP



Gender
Neutral

Qualities

Prepare

Equal
Pay

Inclusive

Being
seen +
heard

New
Network
s

Culture
Add

Refine
practices

Benefits

Safe

Signals
Matter

Job
Postings

Screening
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Retention

DIVERSITY & INCLUSION AT EVERY STEP





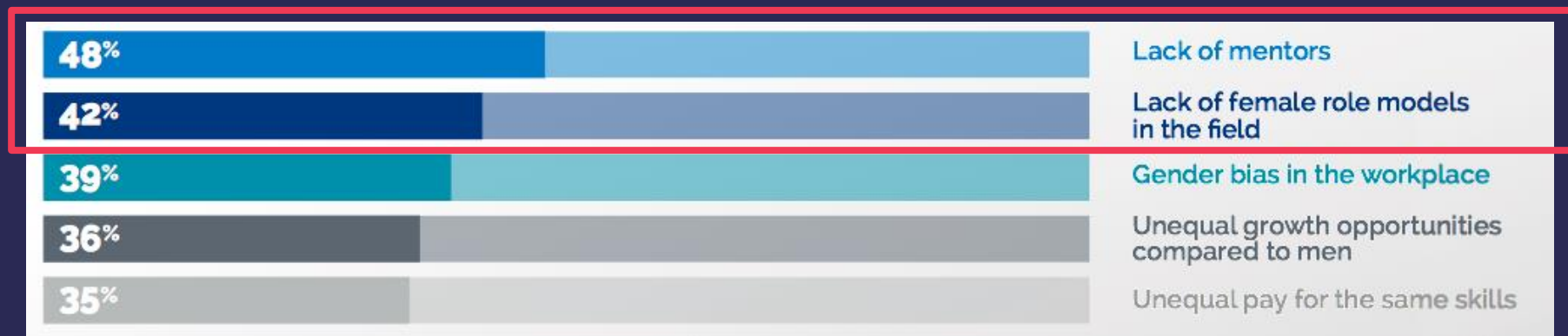
Thank you.

Elaine Marino
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ladycoders conference



Top 5 Barriers Experienced By Women in Technology



Mentors Exist.
The Path Forward Exists.



And All Tech Companies
Have The Talent.



UBER

15.4% Women



Nancy Sun
Engineering Lead
UBER

Just Not In Quantity

**87
CIO's**

1.75 million women in tech



Reach a diverse
tech audience.



221

attendees



40%

ethnic diversity

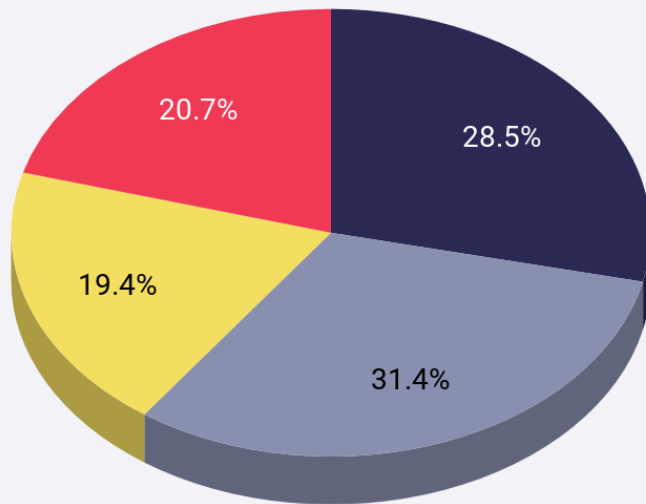


98%

would recommend

LadyCoders Conference Registration 2018

40%
mid to senior
level developers



● Students ● 1 - 3 years ● 4 - 10 years ● 10+ years



An amazing conference! I went home thinking, "Yup, I'm not going anywhere. As much adversity as I've already gone through in this field, if those ladies can get to where they are now after the challenges they have gone through, I owe it to myself to stay here, focus, and grow up to be a badass too."

- LadyCoder Attendee, 2018



Sponsorship
options.

Benefits

	Table Sponsor \$5,000	Community Sponsor \$10,000	Marquee Sponsor \$20,000	Title Sponsor \$50,000
Logo on the event website	✓	✓	✓	✓
Logo listed during the registration process	✓	✓	✓	✓
Be on signage at the event	✓	✓	✓	✓
Receive social media recognition (4,000+ followers)	✓	✓	✓	✓
Access to meeting with LadyCoders at the event during our evening social hour	✓	✓	✓	✓
Ability to give the LadyCoders company branded swag	✓	✓	✓	✓
Table at Opening Night Expo	✓	✓	✓	✓
Table all day Friday with touchpoints at every meal, break and closing party		✓	✓	✓
Onsite recruitment			✓	✓
Exclusive newsletter to community (3,000+ subscribers)			✓	✓
Co-branded event: "LadyCoders brought to you by..."				✓
Opt-in list				✓



equili

ABOUT EQUILI



Equili is a diversity and inclusion consultancy out of Denver, Colorado.

At Equili we build “and” cultures.

Equili's mission is to build a stronger, more diverse tech community that levels the playing field for all underrepresented and underutilized talent.

The **LadyCoders Conference** is an event Equili organizes and hosts to help women and non-binary technologists who are on the frontlines of tech's diversity and inclusion problem thrive in their careers and stay in the industry.

The LadyCoders Conference was born in 2013 in Boulder, Colorado, when our Founder, Elaine Marino was still a developer and saw the need to help women in their careers.

What started as a 60 person event has grown to over 200, and is continuing to grow with plans to be at 500 attendees in 2019.





Elaine Marino, Equili Founder, is spearheading an industry-wide movement transforming diversity in the tech space. Elaine left the Fortune 500 advertising industry to become a Ruby on Rails developer. It was then when she experienced first-hand the tremendous gap in diversity within software development. It was apparent that women and minorities were woefully underrepresented throughout the community. Elaine saw clearly how change could be made for the better. Elaine's viewpoint on the tech industry is unique in that she is an insider and an outsider.



Ivellisse Morales is a conscious and creative strategist who comes alive when she exercises her craft to positively impact the world. She brings nearly a decade of experience helping Fortune 500 companies and major nonprofits use the power of marketing, event experiences and design for social good. In 2018, she took the entrepreneurial leap to create impact on her own terms through *bombilla creative*, a San Francisco-based marketing consultancy for changemakers.



Rita Givens is a resourceful and results-driven executive and operations consultant with 15+ years' experience in diverse office environments. Proven record of accomplishment involving professionalism, integrity and creativity in office functions. Competent at assigning duties to staff and liaising with customers and stakeholders. Demonstrated ability to prioritize assignments and make effective decisions.



Lia James helps others advance their career through her experience leading and customizing interpersonal skills training, a deep study of people, and a passion for diverse and inclusive team development. She has assisted over 600 career changers secure their first technical role, advance their career within the tech industry, and negotiate like a pro. Her specific interest is focusing on the advancement of women and underrepresented groups in tech.





Thank you.

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